



ENROLLMENT MANAGEMENT

The Student Journey

—— Undergraduates ——

MAPPING THE STUDENT JOURNEY

Identify Student Personas



Prospective Touchpoints



Improving Outcomes



Engagement Stages



Targeted Nurturing



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Identify Student Personas + Markets

Fictional characters created to represent a group of people and may include aspirations, demographic information, and psychographic details (hopes, dreams, fears, goals, etc.)



2022 PERSONAS



2022 personas were built based on historical data and market research.

The Optimist

The Optimists are most likely to start their college search during their junior year. Majority of Optimists will want to attend a college 2 or more hours away from home. They report higher confidence in their college search than the average student.

The Prepped

Prepped students feel ready for the next step. Prepped are the most likely to start their college search early. They are the most confident group of students.

The Stressed

These students are the least likely to start their college searches early. Stressed students reported low confidence in their college search.

The Concerned

Concerned students are the least likely to plan to submit standardized test scores when they apply. They are the only students statistically more likely to rule out colleges based on the published cost.

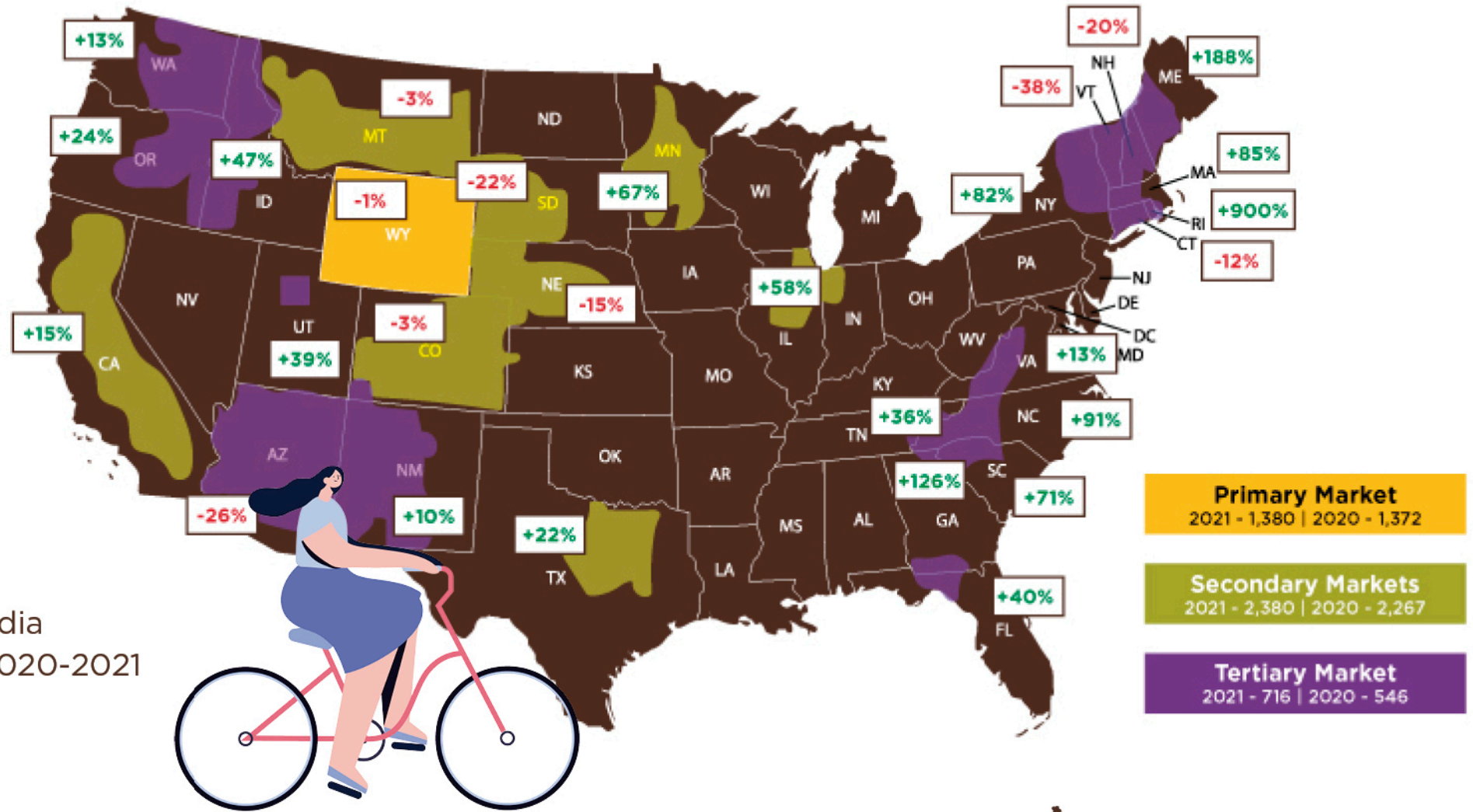
Common UW brand themes

Grit, Independent, Innovative, Integrity, Optimism, Resilient, Adventure, Authentic, Courage, Creative, Curious, Determined

Social media marketing aids and drives:

- Discovery
- Exploration
- Comparison
- Matching
- Decision
- Application

Digital and social media marketing stats for 2020-2021 by markets.

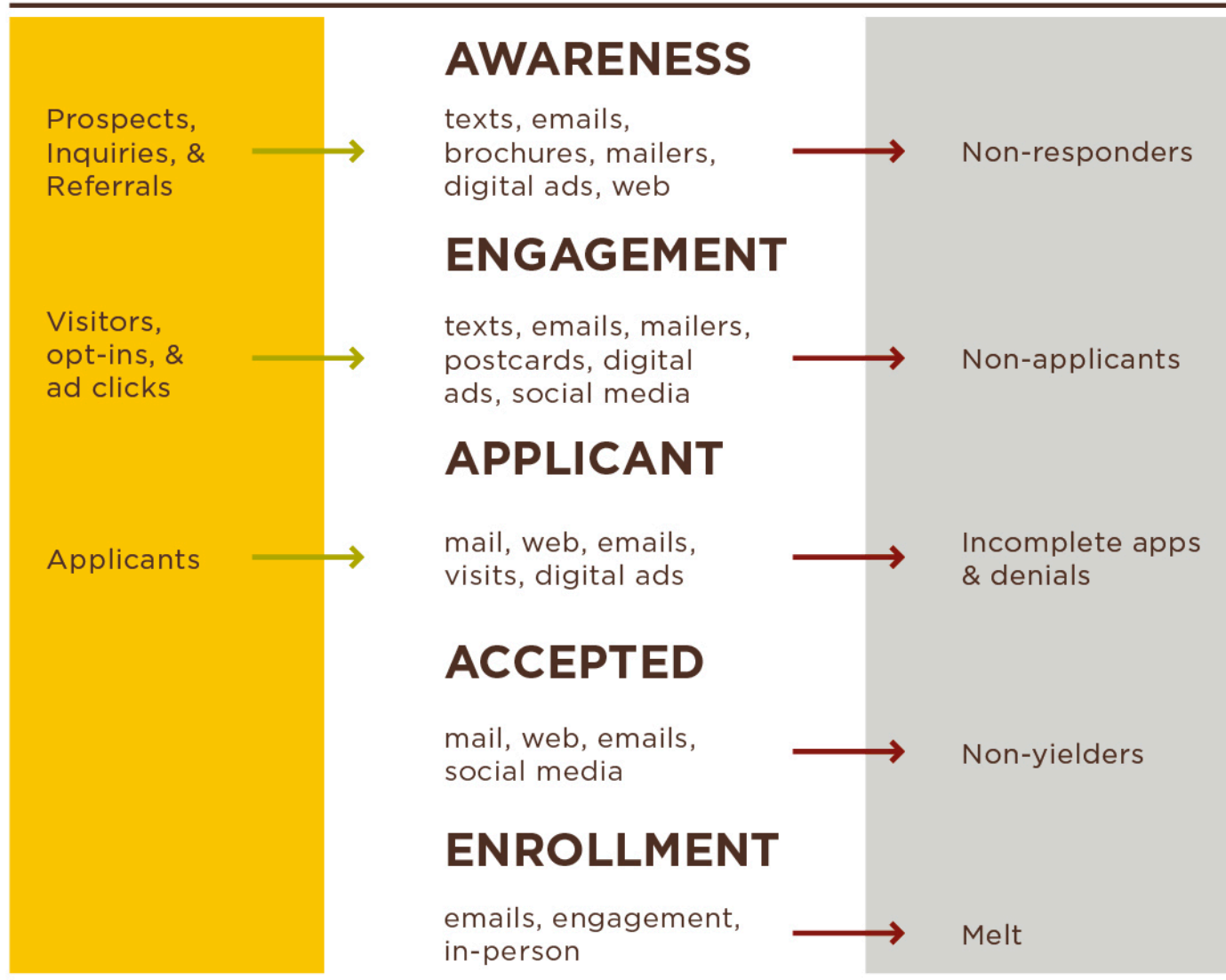




Engagement Stages

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The general steps a prospective student goes through during the awareness, interest, decision, and action phases.



Funnel & Engagement





Prospective Touchpoints

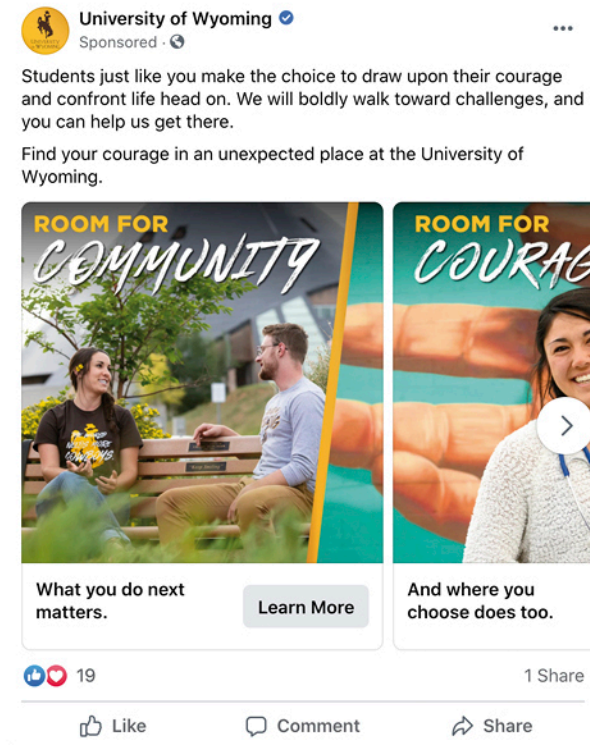
Every point of contact between our prospects and UW. This includes the website, social media, advertising, campus visits, mailers, etc.



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Social Media Advertising + Engagement

Paid and organic content



Strong digital focus in primary,
secondary, and tertiary markets.



Email Marketing

TOOL

Salesforce Marketing Cloud

AUDIENCES

We send 6-15 “brand awareness” emails throughout the year to:

- Freshman ~500 (pre-eligibility)
- Sophomore ~4k (pre-eligibility)
- Juniors ~20k
- Seniors ~48k

This audience consist of: name buys, prospects, inquiries, transfers, applicants, and admits. Incomplete apps and warm leads receive additional email reminders.



Hi %%Contact:FirstName%%,

A Cowboy is an adventurous spirit who can never resist the call of the unknown.

Discovering is a Cowboy's instinct — whether it's finding a new adventure in Wyoming's wide-open spaces or creating solutions to complex problems in the classroom.

Don't stop seeking adventure and they take on new challenges with confidence as they come. We believe you do, too.

[See what it means to be a Cowboy →](#)

THE WORLD NEEDS MORE COWBOYS.

Still have questions?

[Start a chat with us](#)



Hi %%Contact:FirstName%%,

A Cowboy is unapologetically authentic.

If you set your gaze just beyond the ordinary — well past the expected — you will find Cowboys in all their authentic greatness.

While Cowboys all look and dream differently, their common ground is their authenticity. It's that realness and individuality that make us all unique and tie us all together.

Be you, always — because it's not what you are that makes you a Cowboy, it's who you are.

Ready for the next step? Check out the virtual UW campus tour.

[See UW for yourself →](#)

THE WORLD NEEDS MORE COWBOYS.



Hi %%Contact:FirstName%%,

Have questions about the University of Wyoming, how to apply for admission, scholarship opportunities, and more? Your UW admission counselor is here to help answer those questions for you and guide you through the application process.

Our admission counselors serve different areas of the state of Wyoming and the country — [find your admission counselor](#) and connect with them to learn more and get your questions answered!

Ready to apply to become a Cowboy? Don't wait, [submit your application!](#)

[Apply today →](#)

THE WORLD NEEDS MORE COWBOYS.

Traditional Marketing

Postcards and Mailers

Freshmen, sophomores, juniors, and seniors all receive direct mail marketing.

UW has a robust, dependable, and consistent communication flow. These all create the framework of connecting the student to the University. We sync the timing of our marketing campaigns to our students' perspectives, psychology, and journey with UW, while also not overwhelming students with constant content (digital and/or tradition).

Direct mail is tangible and has a higher shelf-life than other marketing channels.



Our emails and mailer content is personalized and specific to the students level of engagement and their needs.

Brand

The World Needs More Cowboys
The World Needs More You
Grit, Optimism, Innovative...
Rankings & Recognitions
Affordability
Friendly & Small Town Feel
Outdoor Opportunities
Wide-Open Spaces

Lifestyle

Find Your Next Adventure
Tips For Living On Campus
Campus Organizations
Student Life
Adventure Campus
Things To Do in Laramie
Weather And Elevation
Outdoor Program
Attend A Sporting Event
Housing Options
Gym & Wellness Center

Academic

Explore Majors
Featured Faculty
Brown And Gold Commitment
Cowboy Commitment
Student Testimonial
Student-to-Faculty Ratio
Study Abroad Info
80+ Majors
Average Class Sizes
Alumni Stories
Scholarship Opportunities

Connect

It's Time To Apply
Filling Out FAFSA
Complete Your Application
Orientation
WyoWeb
Connect On ZeeMee
Confirmation Notification
Connect with Admissions
Student Ambassadors
Live Chats & Cowboy Joe
Explore Social Media



Our prospective students are demanding a new level of service and customization. By using Salesforce Marketing Cloud automation systems, we are able to rise to the challenge.



Targeted Nurturing

Meeting prospective students where they are in their journeys and addressing their thoughts, questions, and concerns appropriately.

Ways in which we do this...

- Cowboy Joe texts
 - ZeeMee
 - Phone calls
 - Live chat
 - Personalized emails
 - Visit opportunities
 - Virtual tours
 - Webinars
 - Parent emails
 - Timely calls-to-action
 - Exploring majors
 - Financial aid “how to”
 - In-state v. out-of-state
 - “Life in Laramie”
 - Dining and housing
 - Campus organizations
 - Study abroad options
 - Dedicated landing pages
 - Student testimonials
 - Student ambassadors
-

We keep guiding students to the next step. That may be a visit, application completion, conversations with students and faculty, or filing a FAFSA.



Discovery

*Organic searching
and names purchased*



Research

*Use website and
reach out for
more information*



Application

*Start or complete
an application*



Acceptance

*Receive an
acceptance letter*

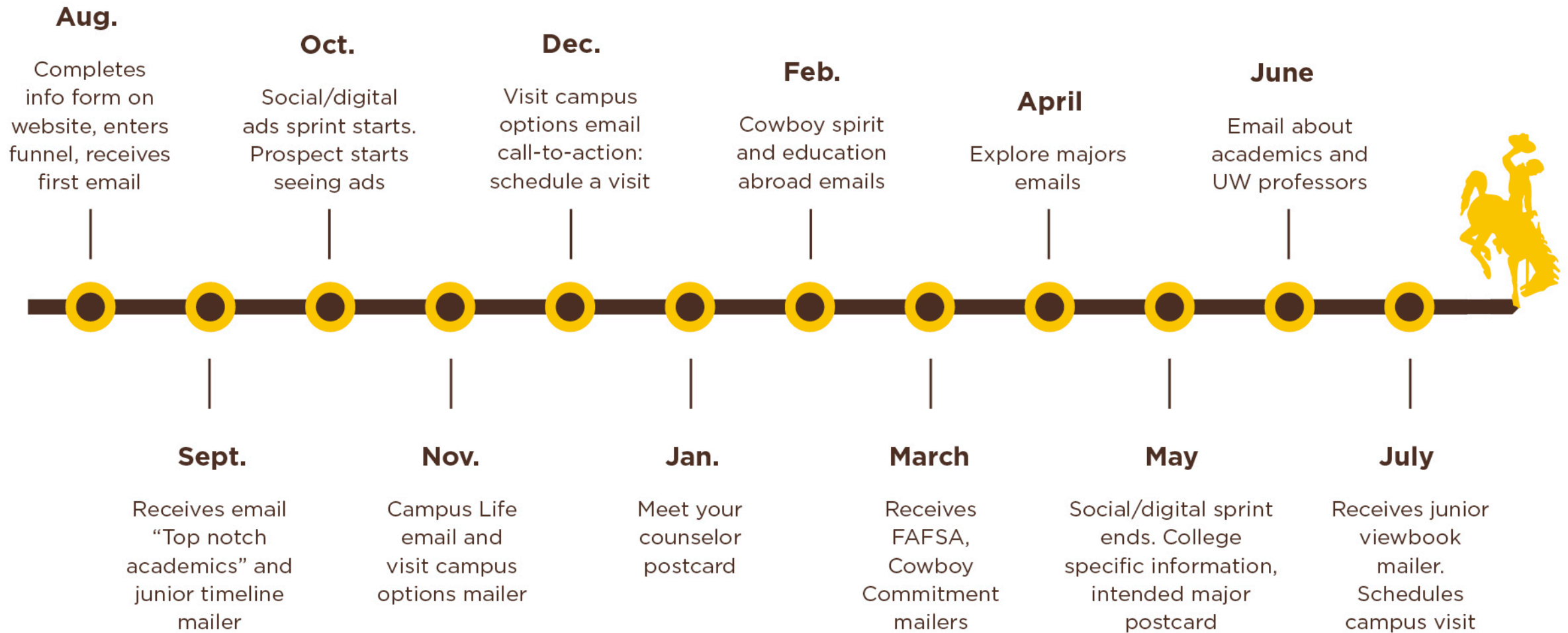


Commitment

*Confirm their
enrollment and
commitment to
UW.*

Junior Prospective Student Journey Example

Goal: brand awareness, generate interest, & visit UW





Improving Outcomes + Opportunities

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Ways we can improve the student/prospect experience and hit our metrics, boost enrollment numbers, improve the student experience, and create more personalized messaging.

Creating Unified Communications, Trust, and the Brand Experience

77% of students said that personalized messages made them feel like their institution cared about their success.

Salesforce.org

62% of students indicated that personal letters received from colleges had influenced their choices.

EAB.com

48% of students reported that the communications they've been receiving from colleges and universities all look and sound the same. Only 8% said they feel very personal.

Niche.com



NEXT STEPS

Incorporating college-specific messaging into our communication flows.

University Messaging — Discover UW

College Specific Messaging — Program Overview

University Messaging — Schedule a Visit

College Specific Messaging — Student Testimonial

University Messaging — Apply Now

Working with college recruiters and marketing communication specialists from the colleges, we'll build out email communication flows and build out from there.

WORK IN PROGRESS

When a student fills out a form and tells us they are interested in a specific program or extracurricular opportunity, if we are not sending them information about it right away, that is a missed opportunity.

Inquiries should be given information that matches our brand and what we tell them from our website and marketing materials.

STEPS TO LAUNCH

1. Meet with college recruiters and/or marketing communication specialists
2. Draft, review, and edit email content
3. Create creative content (graphics, videos, buttons)
4. Build out emails and student journeys
5. Launch comm flow
6. Evaluate performance and make necessary edits



Example: College of Engineering and Applied Sciences

Email #1A – Intro to domestic undergrads (enticing prospective students)

Subject: Engineer your future with the University of Wyoming College of Engineering and Applied Science

Text:

Hello STUDENT'S NAME,

- Explore all that the University of Wyoming College of Engineering and Applied Science has to offer!
- Maybe you know exactly what degree you are interested in, or maybe you're still unsure. No matter what position you're in, this is the perfect time to look at your options and consider what interests you.

- [*Link to CEAS landing page](#)

(CALL TO ACTION BUTTON) [DISCOVER OUR DEGREE PROGRAMS](#)

- Check out our [ten degree](#) programs. Browse our list of on-demand degree programs. Learn about academic opportunities, our student success system, ways to become [why the University of Wyoming College of Engineering and Applied Science is right](#)

(CALL TO ACTION BUTTON) [CHECK US OUT ON SOCIAL MEDIA](#)

We want you to be connected to our College of Engineering and Applied Science community on and offline, so check out our channels and see what sparks your interest. Then follow, like, and share to your heart's content!

- (CALL TO ACTION BUTTON) SCHOLARSHIPS [\[connect to UW scholarships\]](#)
We offer a range of scholarships that recognize academic excellence.

(CALL TO ACTION BUTTON) REQUEST MORE INFORMATION [\[LINK TO FORM/WOULD NEED TO CREATE A NEW FORM?\]](#)

- The University of Wyoming College of Engineering and Applied Science is [located in](#) the heart of the Mountain West [in beautiful Laramie](#). Our college recruiting coordinator is eager to help you learn more about UW. Contact us today!



(currently at step #2)

MAKING IT HAPPEN

Enrollment management is working closely with institutional marketing on all aspects of the student journey.

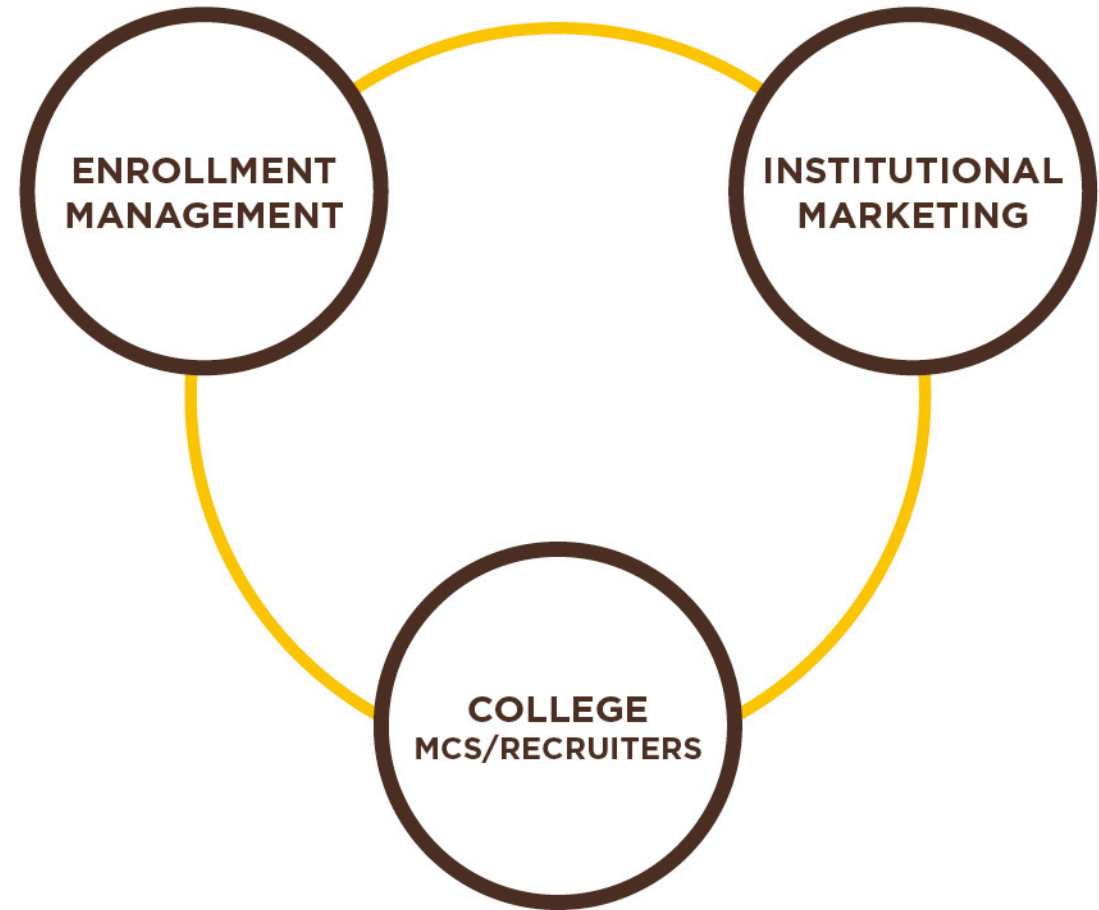
College's marketing communications specialists and/or recruiters can contact enrollment management to kick things off.

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THANK YOU!

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